



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2017/2018 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

**SCHOOL OF SCIENCE AND INFORMATION SCIENCES**

**BACHELOR OF SCIENCE (INFORMATION SCIENCE)**

**COURSE CODE: INS 331**

**COURSE TITLE: MARKETING OF INFORMATION SERVICES**

**DATE:.....TIME:.....**

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## **INSTRUCTIONS**

Answer Question ONE and any other TWO questions

Q.1. (a) Explain three methods of pricing information products **(6 marks)**

(b) As an information broker, explain five reasons for marketing library services **(10marks)**

(c) Discuss the methods that can be used to promote information services **(14 marks)**

Q.2. Discuss demographic factors used in market segmentation. **(20 marks)**

Q.3. Discuss ten types of information services provided by information brokers/librarians. **(20 marks)**

Q.4. Name and explain the environmental factors that may influence the marketing of information services. **(20marks)**

**END//**